



Los Angeles County Department of Regional Planning

Planning for the Challenges Ahead



Richard J. Bruckner
Director

August 23, 2012

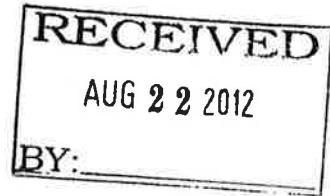
TO: Curt Pedersen, Chair
David W. Louie, Vice Chair
Esther L. Valadez, Commissioner
Harold V. Helsley, Commissioner
Pat Modugno, Commissioner

FROM: Alice Wong *AW*
Senior Regional Planner, Land Development Coordinating Center

SUBJECT: Additional Correspondence
Discretionary Director's Review of RPP 201101088
Project Number: R2011-01275-(1)
Case: RPP 201101088-(1)
RPC Meeting: 08/29/12
Agenda Item: 6

Commissioners, attached please find additional correspondence including 4 additional pages of signature petition and a letter from the Los Angeles Conservancy submitted by the appellant on August 22, 2012 regarding Item No. 6 on your agenda for August 29, 2012. Please contact our office at (213) 974-6470 for any questions.

AW



August 22, 2012

Honorable Curt Pederson, Chair
County of Los Angeles Regional Planning Commission
Hall of Records
320 West Temple Street
Los Angeles, CA 90012

142
J. B. R. RPC

**Re: Pacific Charter School Development 1, 3650 East First Street,
Project R2011-01275**

Dear Chair Pederson and Honorable Commissioners:

On behalf of the Los Angeles Conservancy, I am writing in support of the Save The First Street Store Building Coalition's appeal of the Pacific Charter School Development project R2011-01275 and the need to prepare an environmental impact report (EIR). The project at 3650 East First Street in East Los Angeles contemplates demolition of the adjacent First Street Store Building at 3640 East First Street, which several scholars, community advocates and the Conservancy find to be historically significant.

The First Street Store building at 3640 East First Street, which housed East Los Angeles' only major department store from 1924 to 2007, is culturally and architecturally significant. Fine artist Don Juan/Johnny D. González designed the project concept and theme for The First Street Store building's prominent 1974 redesign, with architectural plans prepared by architect Raymond A. Stockdale, A.I.A. The redesign introduced architectural elements, including vertical piers patterned after the buttresses of Mission San Gabriel along with Mission-inspired arches. It also incorporated integrated art in the form of a site-specific, 18-panel polyptych mural entitled "A Story of Our Struggle," with each panel of ceramic tiles illustrating a particular aspect of Chicano history arranged in sequential order across the upper façade along First Street and also Townsend Avenue. In addition to designing the project concept and theme, González also contributed to the mural design for the 18 panel mural "A Story of Our Struggle," for which he collaborated with local artists David Botello and Robert Arenivar. Mexican artist Joel Suro Oliveros created and installed the ceramic tiles.

As redesigned, The First Street Store building served the dual purpose of neighborhood beautification and as a visual history and celebration of Chicano heritage. Based on its historical significance, the Conservancy believes The First Street Store Building is eligible for listing in the California Register of Historical Resources under criterion 1 for its association with the broad patterns of greater Los Angeles' cultural heritage.

Accordingly, the Conservancy urges the Regional Planning Commission to grant the appeal and require the preparation of an EIR for the Charter School project. Please do

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BY: *[Signature]*

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not hesitate to contact me at (213) 430-4203 or afine@laconservancy.org should you have any questions or concerns.

Los Angeles Conservancy:

The Los Angeles Conservancy is the largest local membership-based historic preservation organization in the United States, with nearly 7,000 members throughout the Los Angeles area. Established in 1978, the Conservancy works to preserve and revitalize the significant architectural and cultural heritage of Los Angeles County through advocacy and education.

Sincerely,

Adrian Scott Fine

Adrian Scott Fine
Director of Advocacy

AYUDA SALVAR La Tienda de La Primera de la demolición

"La Historia de Nuestra Lucha"

(aka "Una Historia de Nuestra Lucha")

Don Juan aka Johnny D. González

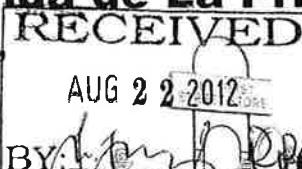
(concepto de proyecto y temática,
1970-1974 diseño arquitectónico y del mural)

David Botello y Robert Arenivar (1974 diseño del mural)

Raymond A. Stockdale, AIA (1973-1974 arquitecto)

Joel Suro Olivares (1973 cerámica)

3640 East First Street, East Los Angeles, CA 90063



Desde 1924, La Tienda de la Calle Primera (The First Street Store) ha servido como un símbolo de orgullo e independencia económica para la comunidad ya que generaciones de las familias del Este de Los Ángeles se reunían en éste lugar que una vez florecía. **"La Historia de Nuestra Lucha"** es un mural de azulejos de 18 paneles, situado en la fachada de la tienda. Sigue de pie hoy en día, después de 38 años, como nuestro más grande **Monumento de Patrimonio Cultural del Este de Los Ángeles**. Simboliza el orgullo y el valor de nuestros países de México y de los Estados Unidos y de la comunidad Chicana. La Tienda de la Calle Primera, su mural, y el Movimiento del Mural Chicano del Este de Los Ángeles han recibido la aclamación mundial de los medios en 1975 en la revista *Time*, y otra vez en el período 2011-2012 como parte de la exposición del Museo Fowler UCLA, *"La Cartografía del Otro LA: El Movimiento del Arte Chicano,"* comisariada por la UCLA Chicano Studies Research Center, y presentado en el catálogo *"L.A Xicano"* como parte de la iniciativa *"Hora Estándar del Pacífico"* de la Fundación Getty.

Nosotros, los abajo firmantes, mantenemos firmes de que La Tienda de La Calle Primera y su mural de la fachada, *"La Historia de Nuestra Lucha,"* debe ser preservada, como sigue de pie hoy en día, como un catalizador importante para la revitalización de nuestra querida comunidad del Este de Los Ángeles, generando esperanza e inspiración para nuestra juventud, las familias, la comunidad, los educadores, los comerciantes, los artistas, los defensores del arte y los que apoyen a través de todo el condado, al mismo tiempo atrayendo turistas nacionales e internacionales y sirviendo de base para el crecimiento económico de nuestra comunidad que sigue luchando.

Nombre (letra de molde):	Firma:	Domicilio y Código Postal (letra de molde):	Teléfono o E-Mail
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Martin Lopez		1385 Ronivas Dr	(213) 261-9121
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Fidel Romero		323-630-9570	
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Elsa Perez		323)980-9784	306 N. Hickory
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Enrique Medina		4506 1st street	490-5806
John Santillan		3866 Cesar Chavez	

Este esfuerzo es posible gracias al apoyo del **Mural Conservancy of Los Angeles (MCLA)**, www.muralconservancy.org. Vea la página de MCLA Facebook en www.facebook.com/muralconservancy y haga clic en "Muro".

Foto de Irma Beserra Núñez

SAVE the historic First Street Store bldg. from Demolition

"The Story of Our Struggle"

(aka "A Story of Our Struggle")

Don Juan aka Johnny D. González

(project concept & theme,

1970-1974 original architectural redesign & mural design)

David Botello & Robert Arenivar (1974 mural design)

Raymond A. Stockdale, AIA (1973-1974 architect)

Joel Suro Olivares (1974 ceramics)

3640 East First Street, East Los Angeles, CA 90063

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Since 1924, The First Street Store has served as an iconic symbol of community pride and economic independence in this once thriving gathering place for generations of East L.A. families. This culturally significant building, with its site-specific, 18-panel tile mural entitled "**The Story of Our Struggle**," stands today as **East L.A.'s largest Cultural Heritage Landmark**, symbolizing the value of our Mexican-American and Chicano community. The almost 90 year old First Street Store building, with its integrated mural, and the East L.A. Chicano Mural Movement have received worldwide media acclaim in 1975 in *Time Magazine* and again in 2011-12 as part of the UCLA Fowler Museum exhibition "*Mapping Another L.A.: The Chicano Art Movement*" curated by the UCLA Chicano Studies Research Center and featured in a catalog *L.A. Xicano* as part of the Getty Foundation initiative "Pacific Standard Time."

We the undersigned stand firm that The First Street Store building must be preserved as a community resource for future generations. It can be adaptively reused and become a major catalyst for the revitalization of our beloved community of East L.A. by generating hope and inspiration for our youth, families, community, educators, merchants, artists, art advocates and countywide supporters while attracting national and international tourists and serving as the foundation for economic growth in our struggling community.

PRINT Name	WRITE Signature:	PRINT Address & Zip Code	PRINT Phone or E-Mail
Eva H. Robledo	Eva H. Robledo	449 N. Record	(323) 239 2119
Victor Lopez	Victor Lopez	608 S. Record Ave	323-264-6143
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Manuel Alcazar	Manuel Alcazar	1385 N Rollins dr	(323) 540-1001
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WILLIAM MITCHELL	WILLIAM MITCHELL	515 BELDEN AVE LA 90022	(323) 447-7224
MARY A. LOPEZ	MARY A. LOPEZ	515 BELDEN AVE LA 90022	(323) 387-4021

This effort is made possible by the Support of the **Mural Conservancy of Los Angeles (MCLA)**, www.muralconservancy.org.
See the MCLA Facebook page at www.facebook.com/muralconservancy.

Photo by Irma Beserra Núñez

AYUDA SALVAR La Tienda de La Primera de la demolición

ESTRUCTURA & MURALS

"La Historia de Nuestra Lucha"

(aka "Una Historia de Nuestra Lucha")

Don Juan aka Johnny D. González

(concepto de proyecto y temática,

1970-1974 diseño arquitectónico y del mural)

David Botello y Robert Arenivar (1974 diseño del mural)

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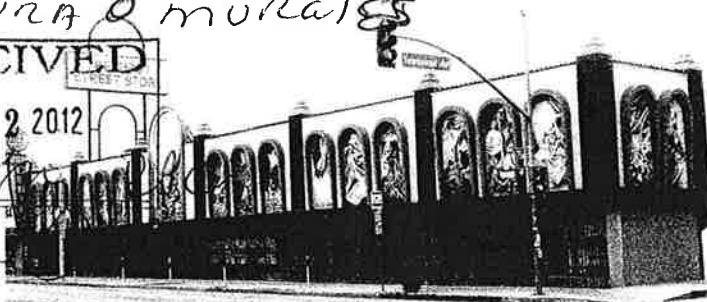
Joel Suro Olivares (1973 cerámica)

3640 East First Street, East Los Angeles, CA 90063

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STREET STORE

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BY: JH



Desde 1924, La Tienda de la Calle Primera (The First Street Store) ha servido como un símbolo de orgullo e independencia económica para la comunidad ya que generaciones de las familias del Este de Los Ángeles se reunían en éste lugar que una vez florecía. **"La Historia de Nuestra Lucha"** es un mural de azulejos de 18 paneles, situado en la fachada de la tienda. Sigue de pie hoy en día, después de 38 años, como nuestro más grande Monumento de Patrimonio Cultural del Este de Los Ángeles. Simboliza el orgullo y el valor de nuestros países de México y de los Estados Unidos y de la comunidad Chicana. La Tienda de la Calle Primera, su mural, y el Movimiento del Mural Chicano del Este de Los Ángeles han recibido la aclamación mundial de los medios en 1975 en la revista *Time*, y otra vez en el período 2011-2012 como parte de la exposición del Museo Fowler UCLA, *"La Cartografía del Otro LA: El Movimiento del Arte Chicano,"* comisariada por la UCLA Chicano Studies Research Center, y presentado en el catálogo *"L.A Xicano"* como parte de la iniciativa *"Hora Estándar del Pacífico"* de la Fundación Getty.

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Este esfuerzo es posible gracias al apoyo del **Mural Conservancy of Los Angeles (MCLA)**, www.muralconservancy.org. Vea la página de MCLA Facebook en www.facebook.com/muralconservancy y haga clic en "Muro".

Foto de Irma Beserra Núñez

Help Save the First Street Store Murals From Demolition

The Story of Our Struggle (1974) by Don Juan/Johnny D. Gonzalez, David Botello,
Robert Arenivar, Jose Luis Gonzalez and Joel Suro Olivares



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BY [Signature] RPC

Located at 3640 East First Street, East Los Angeles, CA 90063

"*The Story of Our Struggle*" is a 38 year old 18-panel Tile Mural located on the Facade of *The First Street Store*, standing today as our largest *East Los Angeles Cultural Heritage Landmark*, symbolizing the pride and value of our Mexican-American and Chicano community. This mural, The First Street Store and the East LA Chicano Mural Movement have received worldwide media acclaim in 1975 in *Time Magazine* and again in 2011-12 as part of the UCLA Fowler Museum exhibition "*Mapping Another L.A.: The Chicano Art Movement*" curated by the UCLA Chicano Studies Research Center and featured in a catalog "*L.A. Xicano*"* as part of the Getty Foundation initiative "*Pacific Standard Time*".

We the undersigned stand firm that "*The Story of Our Struggle*" mural and the *The First Street Store Facade* must be preserved as a major catalyst for the revitalization of the East LA Chicano Mural Movement which has the potential to bring tourism, commerce, pride and hope to our beloved community of East Los Angeles while serving as an inspiration for todays youth, families, educators, community organizations, merchants, art advocates and international tourists.

Name:

Address:

Contact Information:

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JOSE LEDESMA	HERBERT 318 - 261 8899	
Formin Corrales	HERBERT 318 - 509 - 17-02	
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Janet Presing	" " " " " "	
Victor Price	" " " " " "	
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* UCLA CSRC "*L.A. Xicano*" Catalog credits: Don Juan/ Johnny D. Gonzalez (project concept, architectural design, theme and mural design), Robert Arenivar and David Botello (mural design), Joel Suro Olivares (ceramics) and Jose Luis Gonzalez (partner).